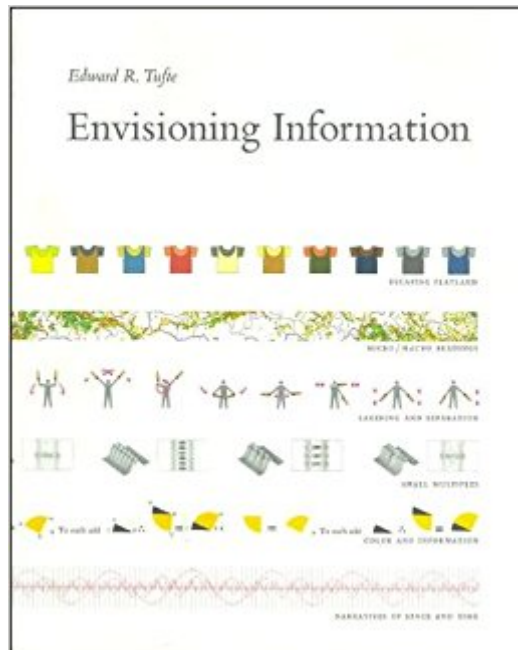


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# Envisioning Information



## Synopsis

This book celebrates escapes from the flatlands of both paper and computer screen, showing superb displays of high-dimensional complex data. The most design-oriented of Edward Tufte's books, *Envisioning Information* shows maps, charts, scientific presentations, diagrams, computer interfaces, statistical graphics and tables, stereo photographs, guidebooks, courtroom exhibits, timetables, use of color, a pop-up, and many other wonderful displays of information. The book provides practical advice about how to explain complex material by visual means, with extraordinary examples to illustrate the fundamental principles of information displays. Topics include escaping flatland, color and information, micro/macro designs, layering and separation, small multiples, and narratives. Winner of 17 awards for design and content. 400 illustrations with exquisite 6- to 12-color printing throughout. Highest quality design and production. --This text refers to the Paperback edition.

## Book Information

Hardcover: 126 pages

Publisher: Graphics Press (January 1990)

Language: English

ISBN-10: 0961392118

ISBN-13: 978-0961392116

Product Dimensions: 10.8 x 8.9 x 0.9 inches

Shipping Weight: 1.9 pounds (View shipping rates and policies)

Average Customer Review: 4.4 out of 5 stars 122 customer reviews

Best Sellers Rank: #14,990 in Books (See Top 100 in Books) #3 in [Books > Textbooks > Humanities > Design](#) #12 in [Books > Textbooks > Computer Science > Graphics & Visualization](#) #12 in [Books > Computers & Technology > Programming > Graphics & Multimedia](#)

## Customer Reviews

A remarkable range of examples for the idea of visual thinking, with beautifully printed pages. A real treat for all who reason and learn by means of images. -- Rudolf Arnheim

A beautiful, magnificent sequel to his classic, *The Visual Display of Quantitative Information* -- American Mathematical Society  
A beautifully illustrated, well-argued volume. -- Scientific American

To me, this is Tufte's best book, although they are all really good. Although its visually gorgeous, its not a coffee table book to just flip through. You have to be willing to spend time with it, and if you do the rewards are tremendous. Tufte presents a collection of some the best examples of information design ever invented, and some of the worst examples. And then he goes into the underlying principles that make the great ones sing out. This book will be really helpful to any web page designer, UI designers, statisticians, cartographers, scientists, or anyone concerned with presenting dense information in a clear way. There is a chapter on presenting multiple dimensional data on a flat, 2D paper that all by itself is worth the price of the book. Then there's the chapter on "Small Multiples" which presents wonderful examples of how to show patterns and changes. But then there's the chapter on layering of information, so the key pieces of data appear first, and the less relevant ones reveal themselves later. And on and on and on. Its just a great book. To add to it, Tufte is obsessed with quality like nobody else I can think of in the book business. Its printed on 100% rag paper using real lead type because he thinks that all other methods are inferior. Which means the book is costly to make, but its of heirloom quality.

This book's content is challenging and Tufte's prose is difficult to understand at times. The content is very interesting and many examples are provided to compliment the information. I had to buy this book for my design class and although I may not relishing having to read 40-some pages for homework, I understand the importance of the material and would not recommend any other source.

I've read through a few of the most popular books on data visualization recently and unfortunately, most are just vibrant colors layered on top of familiar formats. Envisioning Information is very different. Almost every page of the book presents insightful advice on how information is naturally structured and hence, the best way to visualize it. The book is more focused on the fundamentals that make each visualization best suited for its particular dataset than the visualizations themselves. I highly recommend this book for analysts or any person that has to report on numbers.

This book as a "must-have" for any usability design engineer. While it is not a book that focuses specifically on usability design per se, all of the concepts covered in this insightful volume are extremely useful in designing human-computer interfaces. Moreover, since this is a book on information design, it is also a treasure trove of knowledge critical when designing in many other visual mediums such as those found in the world of print media. Throughout the engaging narrative, Tufte draws on many interesting historical examples of successful and unsuccessful attempts at

visual communication including everything from astronomical charts to train schedules. A masterpiece in visual communication itself, the reams of useful knowledge in this book are brought together in a remarkably concise and coherent package, interspersed with beautifully illustrated examples and narratives. The physical book itself is of notable quality, a hallmark of any of Tufte's publications. My only criticism is that the format of this book (0.89 x 10.81 x 8.90) make it a little unwieldy - a pretty moot point, however.

great price

Tufte Classic

Fantastic book and must have for any UX designer, research or director. No matter your level this books helps take complex ideas and turn them into actionable solutions.

I am not a designer but believe this book is part of everyone's scope of knowledge on how displaying info has relevant consequences for the recipient of it who has to interpret and use it. The book is approached as a blend where art and science play together to communicate in a very structured and systematic approach making it a reference on whoever has to provide info on something beyond the flatland 2D.

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